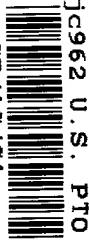


07-12-01 A

BKL 7/10/01 Attorney Docket Number AA-18

PATENT



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

COMMISSIONER OF PATENTS AND TRADEMARKS
Washington, D.C. 20231

Sir:

Transmitted herewith for filing is the patent application of:

Inventor: Calvert, Sarah, et al.

For: METHOD OF ANALYZING INTERNET ADVERTISING EFFECTS

Enclosed are:

[x] 10 pages of specification, 3 pages of claims, an Abstract and an unsigned Combined Declaration and Power of Attorney.

2 sheet(s) of formal drawings.

[x] An assignment of the invention to: Avenue A, Inc., and Recordation Cover Sheet

[] A certified copy of a _____ foreign application.

[] Associate Power of Attorney.

[] Information Disclosure Statement including Form PTO-1449 and copies of documents listed thereon.

CLAIMS AS FILED

| | # Filed | | # Extra | Rate | |
|--------------------|---------|--------|---------|--------------|---|
| Basic Fee | | | | \$710 | |
| Total claims | 20 | - 20 = | 0 | x \$ 18.00 = | 0 |
| Independent claims | 3 | - 3 = | 0 | x \$ 80.00 = | 0 |
| Total Filing Fee | | | | \$710 | |

[x] Charge indicated account on attached CC payment form in the amount of \$750 to cover
 filing fee and
 assignment recordal fee (\$40.00).

[x] Charge underpayment or credit overpayment to Deposit Account 50-0493

Respectfully,

Bennet K. Langlotz,
Date: July 10, 2001

Registration No. 35,928

Bennet K. Langlotz P.C.
2850 SW Fairmount Blvd.
Portland, OR 97201
Telephone (503) 275-9100
Facsimile (503) 275-9109
Email: patent@langlotz.com

CERTIFICATION UNDER 37 CFR 1.10

I hereby certify that this paper and the documents referred to as being attached or enclosed herewith are being deposited with the United States Postal Service on July 10, 2001 in an "Express Mail Post Office to Addressee" envelope Mailing Label No. EK884744078US addressed to BOX PATENT APPLICATION, ASSISTANT COMMISSIONER FOR PATENTS, WASHINGTON, D.C. 20231 by Angela V Langlotz

(Signature of person mailing paper)